



DIGITAL INTENSITY: WHAT DO PROVIDERS NEED TO KNOW ABOUT THEIR PATIENTS' PREFERENCES?

VIDEO TRANSCRIPT

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Digitally intense patients are patients that use web, social and mobile channels throughout their journey in healthcare. And they differ significantly from traditional patients who really only use traditional channels. So what payers and providers need to do to keep up with their most digitally intense consumers, is really start with the experience. And this goes beyond designing for one channel – it's about designing across all touchpoints and all channels to really deliver great experiences. And it's about solving human problems. It's not a technology problem that we're looking to solve with this.

The implications of the digital decision making to providers is that they risk losing patients. So as consumers get more digitally intense, they will be shopping around, and shopping around more frequently. And once their barriers to switching are removed, they'll be switching. And so it has real bottom-line impact to the provider community.

Payer and providers have made great strides; however, where they haven't really made the strides is around changing their operating model. So what does that mean for the interaction between strategy, the experience team, IT, and operations and marketing? So it's really an operating model that needs to be done.

The implications of digitally intense consumers to the healthcare ecosystem is that these consumers are going to be the ones that are going to drive change. They're going to have high expectations. They're going to be shopping around whether it's for an insurer or a provider, and this will set the bar much higher in terms of a healthcare experience that these organizations deliver.